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****Date****

****Joe Prospect****

****President****

****BigCo, Inc.****

Dear ****Joe****,

Thanks for your time on the phone the other day. On the following pages, I have outlined three options of increasing complexity for the project. The options are incremental, meaning that each includes and builds upon the previous options. This will allow you to pick a level that suits the urgency and budget.

Please note that this is a quote, not an estimate. The price you agree to is exactly how much you'll pay. If I have underestimated how long it will take me to do the work, that's my problem not yours.

Because of this, I'm strict about what's included and what's not. Please do not assume anything. If there is anything you want included that you don't see explicitly listed, we'll need to talk about it and I'll send a revised quote.

When you get a chance, please review and let me know if you have any questions or comments. I'll touch base with you on Tuesday if I haven't heard back by then.

Sincerely yours,

Jonathan Stark

PROJECT OVERVIEW

bigco.com is an e-commerce site that you have been growing since 2005. The iPhone was released two years later and subsequently kicked off a mobile computing revolution. Today, more than half of all web traffic comes from mobile devices. Trend lines show that mobile web traffic will continue to increase while desktop stays flat or decreases. It is projected that within 5 years, 80% of all adults globally will have a smartphone.

This explosive mobile growth represents a big opportunity for e-commerce vendors who optimize their web experience for mobile devices before their competitors. Currently, the **BigCo** site is nearly unusable on the most popular mobile devices, and there is at least one large competing site that is very mobile friendly. Therefore, there is some urgency to make changes to **BigCo** to optimize for mobile devices. Failure to do so will eventually result in mobile customers looking for friendlier sites to do their shopping.

Furthermore, Google recently made a change to their search ranking algorithm that takes into account the “mobile friendliness” of a site. They have provided a test page to determine whether a site is mobile friendly, a test which **BigCo** has failed. Although it’s not yet clear how much this failure will affect your search engine ranking, it is clear that it will have a negative impact.

Considering that you have competitors who do have mobile friendly sites, it’s highly likely that they will rank ahead of you more and more frequently for popular search terms. Worst case scenario would be that all **BigCo** search results get pushed off the first page. If search traffic is important to your business, it is critical that the site pass Google’s mobile friendliness test ASAP.

PROJECT OPTIONS

Option 1: Pass Google’s Mobile Test

I will make changes to the existing desktop site so that it will pass Google’s mobile friendliness test and by extension, to ward off a potential tumble in search engine ranking. Since the focus of this option is not related to visual design, we will not have design reviews. There will be gains in usability as a side effect of the primary goal but the visual design will be functional and utilitarian at best. I will carry forward the general branding and feel of the desktop page. Testing will only be done in Safari on iPhone and Chrome on Android.

Option 2: Increased Mobile Usability

This option includes everything from option 1, but I will make design changes to increase usability on mobile phones. For example, something needs to be done about the hover menus in the top level nav to make them work better on touch screen devices. The vehicle selector needs to be rethought. There are hovers on the team page that will have to go away. Testing will only be done in Safari on iPhone and Chrome on Android.

Option 3: Broader Testing

This option includes everything from options 1 and 2, but I will add significantly greater testing coverage. For example, many people promote their business by sharing links in social media, but never actually check to see how those linked pages display inside social apps on mobile devices. This is especially risky when you consider that Facebook is consistently one of the most used apps on both iOS and Android.

In addition to the mobile browsers mentioned in options 1 and 2, I will test, debug, and fix the site in the following browser/device combinations:

- Chrome on Android Phone
- Chrome on Android Tablet
- Chrome on iPad Air
- Chrome on iPad Mini
- Chrome on iPhone
- Facebook app on Android Phone
- Facebook app on Android Tablet
- Facebook app on iPad Air
- Facebook app on iPad Mini
- Facebook app on iPhone
- Firefox on Android Phone
- Firefox on Android Tablet
- Safari on iPad Air
- Safari on iPad Mini
- Safari on iPhone
- Twitter app on Android Phone
- Twitter app on Android Tablet
- Twitter app on iPad Air
- Twitter app on iPad Mini
- Twitter app on iPhone

RISKS & ASSUMPTIONS

The following risks and assumptions apply to some or all of the options above. Please let me know if you have any questions, comments, additions, or changes before accepting the proposal.

1. Optimizing the cart and checkout flows would be risky. I'd want to talk to the **Platform Vendor** guys about it before tackling. If you want to optimize those pages - which would almost certainly decrease whatever your abandoned cart number is on mobile - we should talk about that as a v2 project once this first version is completed to our satisfaction.
2. This quote does not include changes to any user account management screens. Let's revisit that as a possible phase 2 project item.
3. There are a decent number of HTML tables on the product pages and elsewhere. There's not much I can do to improve how those are displayed on small screens without touching the underlying HTML, which you've said is not an option. I'll do my best with them but they're not going to be perfect.
4. The team page has a lot of things going on that will be really hard to make mobile friendly. I will reformat it to work on mobile but it's going to look much different. i.e., the timeline and employee hover cards will not be on mobile. It'll basically be a long list of the data, all visible for easy scrolling.
5. I will not be doing any image work. Whatever images exist are what I'll be using. Note that this may result in some images not looking super crisp on Retina screens. Let's revisit that as a possible phase 2 project item.
6. This quote does not include the **BigCo** Magazine site. Let's revisit that as a possible phase 2 project item.
7. The social widgets (e.g., Twitter follow button, Facebook Like button) can be wonky on mobile. I'll do my best to keep them but can't promise anything.
8. As agreed via email, Olark will not be required on mobile so I will leave it out.
9. There are probably some pages on the site that I have not located or can't get to while not logged in. The following is the list of pages (or types of pages, in the case of dynamic data) that I have considered in this proposal. If there is anything not on this list that you would like added, PLMK ASAP:

- <http://bigco.com/>
- <http://bigco.com/authorized-dealer>
- <http://bigco.com/brakes/12345.aspx>
- <http://bigco.com/brands>
- <http://bigco.com/clearance/23456.aspx>
- <http://bigco.com/contact-us>
- <http://bigco.com/coupon-code-and-promo-code-list>
- <http://bigco.com/faq>
- <http://bigco.com/no-interest-for-6-months>
- <http://bigco.com/price-match-promise>
- <http://bigco.com/submit-your-video>
- <http://bigco.com/team>
- <http://bigco.com/store/account/login.aspx>

TERMS AND CONDITIONS

I never assess an hourly or daily fee, since you should not have to make an investment decision every time my assistance may be needed. This is a unique feature of my consulting practice.

The pricing for each option is as follows: option 1 is \$4,900.00, option 2 is \$9,500.00, and option 3 is \$24,000.00 USD. **Please note that these are fixed prices, not estimates.** You will not pay a dime more than your selected price. The fee must be paid in full on acceptance to schedule the project. I am available to start on Monday, May 11, 2015. This quote is good for 30 days.

My work is guaranteed. In the event that you feel that I am not meeting the standards described herein, or based on our mutual conversations and agreements, I will refund your entire fee upon such notification.

Please check the option you prefer and sign below:

Option 1 _____

Option 2 _____

Option 3 _____

Name: Jonathan Stark	Name: **Joe Prospect*
Signature: **Signature**	Signature:
Date: **Date**	Date: